

LOOP

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Concept & Text

Stoic

Graphic Design & Layout

LOOP Associates

Photos

Morten Bjarnhof
Casper Sejersen
Jesper Jørgen
Hasse Nielsen
Julie Dufour Wiese
Per Wessel

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LOOP ASSOCIATES

Kronprinsensgade 3
1114 Copenhagen K
Kingdom of Denmark

+45 27 147 700
info@loopassociates.com
www.loopassociates.com

Preface

Welcome to a place, that exists nowhere near the box

Within our walls, there is no such thing as routine. No group thinking or long-winded status meetings to contend with. No, when we joined forces, we had only one objective in mind — creating business solutions that challenge convention, imagine the impossible and realise the potential of our clients.

Together we cross-pollinate some of the brightest talent in Design, Communication and Brand Strategy. Empowering them to break down doors, unshackle rigid thinking and forge new forward paths. Why? Because life is too short to do it any other way.

By housing the advertising services of Stoic and the design expertise of LOOP under one roof, we are able to offer our Clients communication concepts that leverage the full strength of their brand's identity and vice versa. Doing so eliminates the tendency for rogue creativity and maximises the potential for great branded solutions.

This book was designed to give you a peek inside our world. For a sample of the magic that defines our every day, please turn the page.

www.loopassociates.com

At LOOP, we pride ourselves on being creators of brand identity — arguably the most important element in building recognition and credibility. We are specialists at crafting design solutions that empower our Client's messaging, image and growth.

LOOP is a team of creative professionals behind some of the most recognised and monumental brand identity work in the region. Our design philosophy, rooted in fundamental Scandinavian principles, upholds the values of simplicity, transparency and innovation.

Transforming Company Value into Visual Excitement

In order to stake a leading role in the market place, we believe a brand identity must dynamically express a company's persona and work in concert with its strategic and growth targets.

The challenge of good design is not just in the crafting of each element but to an even greater extent in managing their juxtaposition. It is the holistic impression that gives a company its voice, style and identity. This expression of visual identity is the most fundamental projector of who and what a company stands for.

At LOOP, our collective talent and passion is poised to do just that. Our business is about helping companies establish a single and unified identity that is immediately recognisable and at the same time unforgettable.

Design for growth

Whether it is web design, packaging, collateral, retail space or corporate identity, design plays a vital role in a brand's ability to connect at every consumer touch point. Providing a consistent face to the market creates and maintains customer loyalty amidst a sea of clutter. From established global brands and public sector projects all the way down to digital start-ups, LOOP has proven the worth of design as a bonafide business booster and a means to help contain and defuse the continual loop of external and internal branding confusion.

“Above all, we work with our Clients and partners to create design that is brave, original and unafraid of taking on the status quo.”

- Allan Fenger,
Managing Director LOOP Associates A/S

The LOOP Process

Achieving design nirvana through 4 stages of development.

Stage 1:

Why – The Brief & Debrief

All design missions begin with the establishment of a steering committee comprised of key project stakeholders. Our first action upon receiving a brief is to present our own de-brief containing an analysis of competitors, the market and other relevant channels. In this way, everyone involved shares the same ambitions, goals and conditions.

Stage 2:

What – Strategic and Creative Openings

Building on the strategic foundation, creative work begins with the development of prototype design packages (logo, typography, images) visualised across select elements e.g., stationary and website. The goal is to present an array of design vehicles that can demonstrate different directions for profiling your company.

Stage 3:

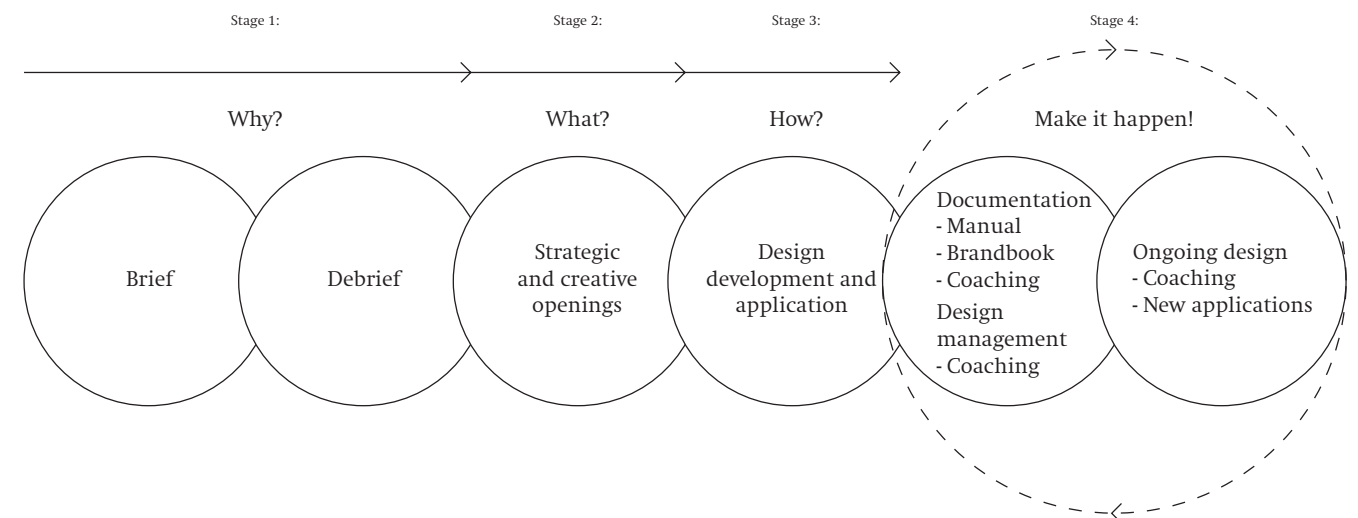
How – Design Development & Application

Once a concept is chosen, it is further expanded and applied across a number of elements. Here, equal emphasis is placed on the crafting of each design element as well as determining how these elements work in combination with each other. Robust sketches are presented for Client feedback and approval.

Stage 4:

Make it happen – Execution

Final design elements are delivered via comprehensive digital guidelines including logo packages. If needed, we can also facilitate the implementation and launch of your design program both internally and externally.



LOOP Cases

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Skype

The Telephony Revolution

After having created Kazaa and watched Napster fall, the founders of Skype moved forward and gave birth to what they hoped would be the premier voice over Internet protocol firm. Skype's vision made the unaffordable free, and we were responsible for helping what was a garage company explode into a world leader in global communication.

Creating recognition fast and early

At the time, Skype's creators provided us with only a name and a brief business plan. We were able to take that humble beginning and build it into a strong visual identity, adding immense value to a young company seeking early establishment. Our work led to the development of both online and offline brand guidelines as well as an integrated communication strategy that would enable the colourful Skype bubble to quickly root itself as a recognisable symbol for fun and easy communication.

The success of Skype mirrors the experience of many start-up companies in search of venture funding. For these companies, the ability to present a well-drafted corporate identity including logo and other design elements reinforces proof of concept and lends an order of credibility that is crucial in securing financing.

By focusing on brand identity solutions, LOOP gives young companies an edge in establishing themselves to investors, consumers and the world at large.

Though campaign objectives have shifted dramatically since those early times, the original brand identity created has endured. Proving the critical importance of well-planned design and cementing our reputation as a partner to corporate start-up brands.





Semler Group

Uniting Through Design

For nearly a century, the Semler Group has been a powerhouse in the Danish automotive world with multiple endeavours in automotive importing, retail, service and associated companies. Semler imports cars such as Porsche, Lamborghini, Audi, Bentley and Volkswagen.

LOOP delivered an online identity manual including templates for stationary, brochures and PowerPoint. The solution secured crucial guidelines tailored to each business unit to create and maintain a unified corporate visual identity. For SMC-Biler – Semler’s nationwide retail chain – a dynamic website was also created. Today, the group is recognisable as a unified whole.



Madeleines

Madeleines

Engaging all the Senses

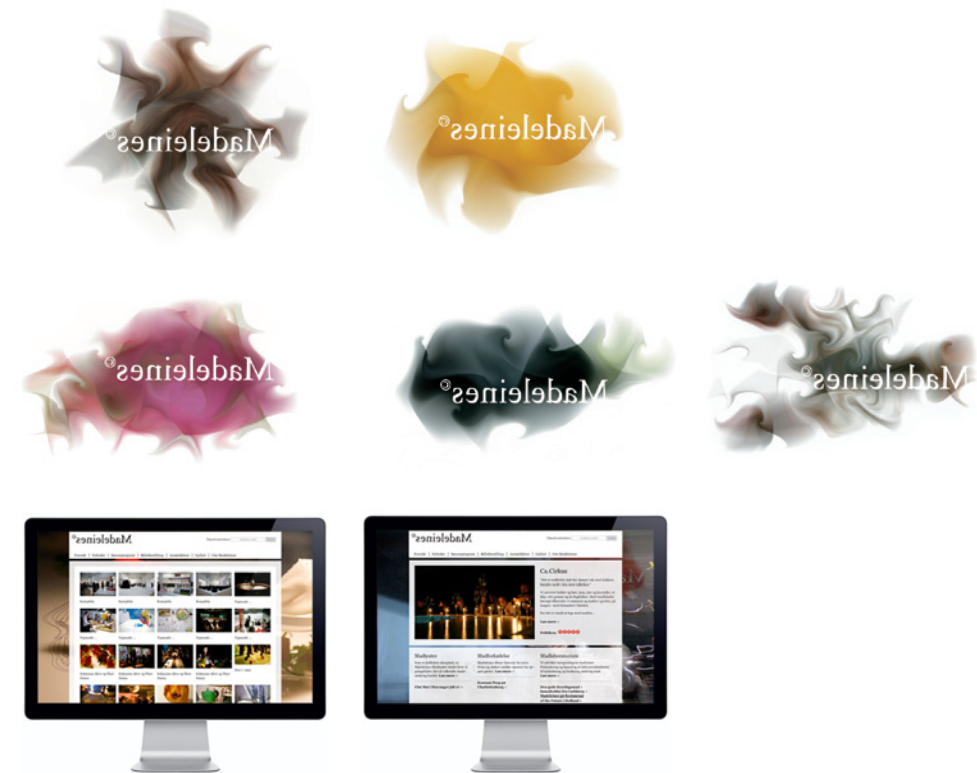
Dinner at Madeleines in Copenhagen is much more than a meal. It's both a food theatre and a food laboratory. Conceived as a multi-sensory adventure of art, music, imagery, lighting and superb food, Madeleines creates a dining experience like no other.

To capture this spirit, LOOP developed an intriguing reverse type logo to serve as the conceptual centrepiece of the restaurant's identity. One glance makes it clear that Madeleines is more than what it appears to be.

Like the restaurant experience, the identity takes many forms, is open to interpretation, suits many moods and is designed to give the impression that the viewer already belongs – that they are on the inside looking out. To round out the campaign, we also developed posters, short films and a website.

Behind the genius of Madeleines are Mette Sia Martinussen and Nikolaj Danielsen, in collaboration with some of today's foremost food developers and innovative artists in cooking, senses, the brain, music, art and design. Madeleines received the Danish Design prize for 2008/09.

The design is under constant development – reflecting the changing themes, moods and ideas of the theatre.



Carlsberg

Packaging Great Taste

The Carlsberg Group is one of the largest brewing companies in the world, producing more than 500 beverages ranging from internationally recognised beers to soft drinks and bottled water. That's a lot of different labels. But Carlsberg knows that packaging sends signals and that quality in the label translates to quality in the contents.

At the time, Carlsberg beer was sold mainly in bulk, their product line was narrow and differentiation among its top competitors was almost non-existent. Additionally, Carlsberg had been losing market share to wines and other beverages.

Against this backdrop, the strategic decision was made to focus sales at the individual, beer-by-beer level, with the aim to increase packaging value for each beer bottle and every type of Carlsberg beer. This became our challenge.

Re-interpreting the classics

Our mission to redesign packaging for some of Carlsberg's most important brands began in the Carlsberg archives, where we searched for an expression that was both classic and modern. Our resulting concepts were inspired by one particularly powerful label design and by many handwritten typefaces with small variations in spacing and a loosely scripted text.

The new labels have done their job. And as a result of our work on the Carlsberg Pilsner, Carl's Special and Elephant Beer, Kurvand, "47", MasterBrew labels as well as the Kildevæld bottle and label, these brands today share strong market positions and are clearly distinguishable from the competition.

At the same time, we were asked to apply our method towards Carlsberg's interests in the lucrative water market with a branded redesign of the standard water bottle. The resulting Carlsberg Kildevæld bottle stands iconically in the form of a single drop of water, visually uninterrupted by enforcing structures that are cleverly hidden beneath the label.



Coca Cola



Reaffirming a Design Classic

One of the potential consequences of developing a global brand locally is disparity in appearance and messaging. Coca-Cola found that the Nordic countries had all evolved slightly different versions of the product's appearance. So they asked LOOP to create design guidelines that would unify the Nordic Coca-Cola look in a familiar yet striking way.

Our objective was to reaffirm the iconic Coca-Cola design within a set of guidelines customised to the Nordic market. We wanted to ensure that, at least in the Nordic region, all products looked identical. The challenge and opportunity was unprecedented, as Coca Cola has no global brand guidelines, and the entire organisation looked to LOOP's Nordic work as an example.

Also included in the project were brand and line extension concepts for the launch of Coke Zero in the Nordic countries, including the implementation of standard and promotional product label design.

Designing for flexibility

Recognising the need for packaging and label design to reflect seasonal promotions, contests, and various icons or ingredients, our design solution was crafted for flexibility. The redesign included space for promotions and rules for filling that space when nothing was running. We also created guidelines for marketing material placed under the cap and label.

Ultimately, a set of visual guidelines was developed not only for the whole range of Coca-Cola regular, Coca-Cola Light and Coca-Cola Zero, but also for the whole range of Fanta and Sprite lines. The result? Stronger brand consistency, flexible integration of promotions and the opportunity to expand the brand with new line extensions, like Coke Zero.



Fritz Hansen

Changing for the Future

Internationally acclaimed Danish furniture producer Fritz Hansen describes itself as a distinctive and exclusive brand with a strong lifestyle focus. Everything Fritz Hansen produces, from tables, chairs, lounge furniture and more, is sourced from world-class designers such as Arne Jacobsen and Poul Kjærholm.

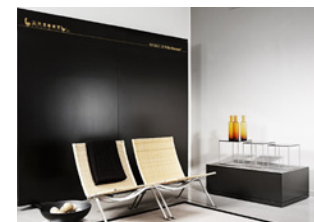
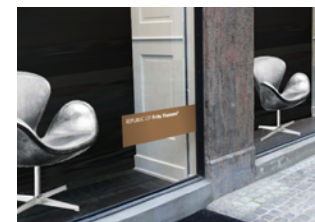
Fritz Hansen tapped LOOP to help bring the brand forward through a refreshing revamp of their visual identity, in-store signage and more, including a newspaper concept.

Examining the brand experience

The process of creating a new expression for Fritz Hansen required an honest look at current company practices. For a period of time, the colour red had dominated the in-store experience, and in a failed attempt to place their own trademark on pieces, the company had labeled every piece with red dots. Instead of creating an identity, these unsightly dots only served to turn off savvy consumers already aware of the furniture's classic pedigree.

Maintaining visual integrity became an overarching theme, which led to, among other improvements, simple window displays of classic chairs painted in metallic silver.

Most importantly, our work served to provide a rationale behind the name "The Republic of Fritz Hansen," by implementing a visual identity that integrated the entire line of chairs into the brand design and logo.





Expo 2008 Danish Pavilion

Circulos de Agua
Pabellón de Dinamarca

Design for a Better World

In partnership with 2+1 and Spectrum, LOOP developed the concept, visual identity and website for the Danish Pavilion at Expo 2008 in Zaragoza, Spain. The marquis exhibit, “Circulos de Agua,” or circles in water, presented sustainable technologies that start small but hold the potential to effect real global change, like expanding ripples in water.

In an innovative display of sustainability, viewers were invited to engage all their senses within an interactive structure designed to provide each of the 900,000 visitors with a memorable experience in ice, wind, water, light or sound.

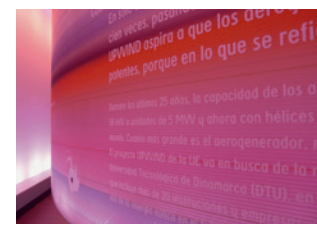
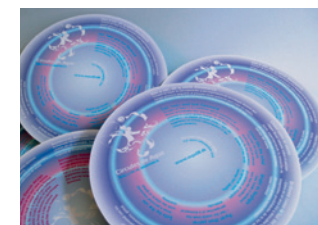
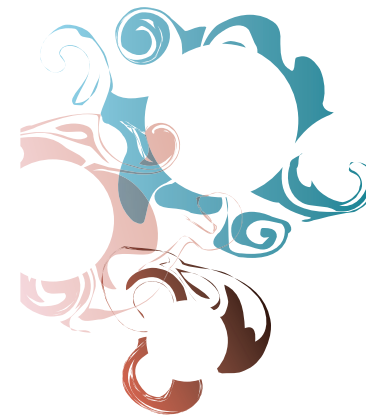
The concept was awarded the silver medal for outstanding design, and will be exhibited again at the United Nations Climate Change Conference 2009 in Copenhagen.

Five Cylinders

When entering the pavilion, visitors find themselves enclosed by a fresh and cool Nordic atmosphere that will invoke a relaxed, thoughtful state of mind. Inside, visitors can take a walk around the exhibition and enter each of the five cylinders hanging down from the ceiling.

The exhibition cylinders are each dedicated to a natural resource. Inside the cylinders, visitors can feel the power of nature. On the outside, they can learn about technologies and sustainable solutions implemented in Denmark and worldwide by Danish companies and institutions.

Visitors are able to enter the cylinders by bowing their heads slightly down to get inside of them. Once inside, they get to feel the experience at close hand.





CPH City & Port Development

Branding a Region

The CPH City & Port Development (By & Havn) is responsible for the development in Ørestad and Copenhagen Harbour and also manages the Port of Copenhagen. Their overall vision is to create dynamic environments of international class that are attractive to live and work in, and aesthetically enticing to tourists as well.

When CPH City & Port Development approached LOOP, they were looking for an expression that could underpin their mission and vision and help consolidate their many fields of activity – urban development, city life, harbour management, leasing and parking, etc. – into a clearly articulated visual identity.

The birth of a logo

As part of a group that determines the future of Copenhagen, the CPH City & Port Development is faced with the challenge of uniting a vast array of differing voices, trends, organisations, stakeholders and people. We've turned this abstract challenge into a concrete visual symbol by interpreting these different influences into a woven pattern of pale grey and blue lines (city and water), symbolising the cross-disciplinary collaboration that will deliver Copenhagen safely into the future.

"The visual identity manages to create a clear cohesion between our parts of town and the harbour while at the same time allowing them to maintain their own identities. That is impressive!"

- Jens Kramer Mikkelsen, CEO, CPH City & Port Development

The Ørestad logo is underlined by a green figure, reflecting the unique geographic contour of that specific part of town. It is here where city and nature meet, forming the seeds for a modern urban community. Embedded within the logo are the qualities and values of Ørestad itself – pioneering, welcoming and rich with impressive surroundings.





Samsung

The Samsung Experience

In addition to top quality and innovative technology, there is undoubtedly an important aesthetic dimension to the unique Samsung experience.

What would it take to connect the two in consumers' minds?

Samsung's design philosophy is grounded in creating harmony between functionality, usability, and aesthetics.

In order to illustrate this symbiotic relationship between style and utility, LOOP has developed visuals and messages that showcase the Samsung brand's ability to integrate design and function in a package that complements any lifestyle and environment.

LOOP has also delivered multiple Nordic ad campaigns focused on Samsung's Danish-inspired product design, an International exhibition at the Danish Museum of Art and Design, and an Exhibition at the Danish Design Center and a Co-branded campaign with Red Cross.

